

The Jacksonville Alumni Chapter of
Kappa Alpha Psi Fraternity, Inc.® Presents:

**8th Annual
Healthy Start**

5K



The Happy New Year Run

JANUARY 4, 2020 @ WINSTON FAMILY YMCA

Sponsorship Packet

**Proceeds to Benefit:
Kappa Alpha Psi Jacksonville Foundation**

www.jacksonvillekappas.com

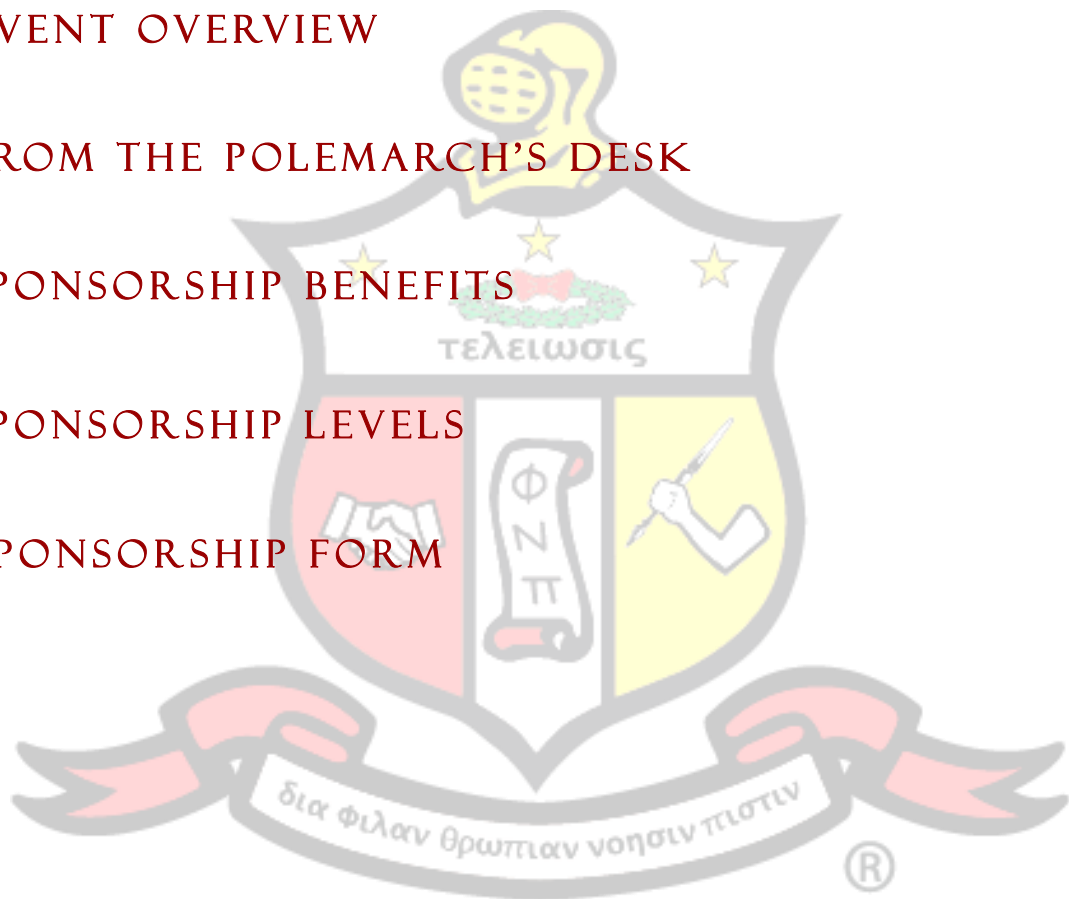


**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

8TH ANNUAL HAPPY NEW YEAR RUN SPONSORSHIP PACKAGE

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8TH ANNUAL HAPPY NEW YEAR 5K RUN/WALK

SATURDAY, JANUARY 4, 2020

Time: 5K Run/Walk at 8:00 AM, 1 Mile Fun Run/Walk at 9:00 AM

In Affiliation With:



Location: Winston Family YMCA

221 Riverside Avenue

Jacksonville, FL 32202

The **Happy New Year Run** welcomes both runners and walkers. The purpose of this charitable event is to raise awareness for the importance of living a healthy, fit and smart lifestyle. In addition to the run, healthcare professionals will be in attendance to answer questions and provide insightful educational resources.

We encourage the Northeast Florida community and the city of Jacksonville especially, to come out to enjoy a nice run or walk to kick the new year off to a healthy start! We will have fun activities for the kids and family as we all work together to promote a healthy lifestyle.

All proceeds from this event will support the **Kappa Alpha Psi Jacksonville Foundation**. The Kappa Alpha Psi Jacksonville Foundation is a 501(c)3 non-profit organization that has granted over \$400,000 to students pursuing post-secondary and graduate degrees through its scholarship program. Additionally, the Foundation also continues to support the young men of Jacksonville through its Guide Right Leadership & Development Program.

Proceeds To Benefit:



Kappa Alpha Psi Jacksonville Foundation

8TH ANNUAL HAPPY NEW YEAR RUN
FROM THE POLEMARCH'S DESK



Kappa Alpha Psi Fraternity, Inc.®

*Post Office Box 40625
Jacksonville, Florida 32203
~ JacksonvilleKappas.com ~*

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Senior Vice Polemarch

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Dr. Frank S. Emanuel

For the past 7 years, the Jacksonville Alumni Chapter of Kappa Alpha Psi Fraternity, Incorporated and Kappa Alpha Psi Jacksonville Foundation, Inc. has hosted the Happy New Year 5K Run in downtown Jacksonville. We feel that it is incredibly important to do our part in making the Jacksonville community an exceptional place to live, work, build our families, and prosper. Our physical health is a vital part of this community's success, and this event is one of the ways that we have chosen to focus on this. Our desire is for everyone within our reach to understand that a healthy lifestyle can help prevent diseases and health conditions that take a severe toll on our health, finances, quality of life, and our community as a whole.

Proceeds from our Happy New Year 5K Run are used to support our Guide Right Kappa League mentoring program as well as our local scholarship initiatives. Guide Right Kappa League provides young men in grades 6-12 throughout the city with programming to develop their leadership abilities, instill in them a sense of civic responsibility, and prepare them for post-secondary education or a career of their choice. With our scholarship initiatives, we have awarded well over \$400,000 in scholarships to local high-school seniors over the past 25 years. In April of 2019 alone, we awarded \$30,000 in scholarships to deserving students. None of this would be possible without the support of our local community.

If you believe in creating a healthier Jacksonville and ensuring that our local youth are prepared to succeed in life after high school, then we need your support. We ask you to join us in this effort by registering yourself, your kids, and/or your team (friends, coworkers, classmates, church members, etc.). You can also support us by becoming a sponsor or vendor. In-kind or tax-deductible monetary donations would also be greatly appreciated. We are truly grateful for your willingness to partner with us on this effort. Join us as we start the new year off right with the The Happy New Year 5K Run!

Thank you for your support!

Respectfully,

Scott Armstrong, Polemarch
Jacksonville Alumni Chapter

Dennis Gamble, Chairman
KAΨ Jacksonville Foundation

"Impacting the Community Since 1925"



8TH ANNUAL HAPPY NEW YEAR RUN SPONSORSHIP BENEFITS



*The Kappa Alpha Psi Jacksonville Foundation is a 501(c)(3). All contributions are tax-deductible.

The **8th Annual Happy New Year 5K Run** offers local and regional exposure for your company or business in the following ways:

Media Coverage

Merchandising

Product Sampling Opportunities

Targeted Audience of Consumers

Branding Opportunities

Employee & Corporate Team Building

Association with Local & National Health Initiatives

Support of local nonprofit organizations

8TH ANNUAL HAPPY NEW YEAR RUN SPONSORSHIP LEVELS

◆ Title Sponsor

Donation: \$5,000

Sponsor Recognition: Logo on 1st Place Sports Website with direct link to your website (over 100,000 impressions per month); Recognition in the Jacksonville Running Guide magazine (mailed to 10,000+ runners); Logo and link in results email to runners; Large logo on back of event t-shirt; Logo on marketing materials; Company name announced prior to event start

Race Day Perks: 10 complimentary race entries; Option for vendor table; Option to display banner on race day

◆ Partner Sponsor

Donation: \$2,500

Sponsor Recognition: Recognition in the Jacksonville Running Guide magazine (mailed to 10,000+ runners); Logo and link in results email to runners; Medium logo on back of event t-shirt; Logo on marketing materials; Company name announced prior to event start

Race Day Perks: 5 complimentary race entries; Option for vendor table; Option to display banner on race day

◆ Gold Sponsor

Donation: \$1,000

Sponsor Recognition: Logo and link in results email to runners; Small logo on back of event t-shirt; Logo on marketing materials; Company name announced prior to event start

Race Day Perks: 3 complimentary race entries; Option to display banner on race day

◆ Silver Sponsor

Donation: \$500

Sponsor Recognition: Logo on marketing materials; Company name announced prior to event start

Race Day Perks: 1 complimentary race entry

Please Note: The deadline to have your company logo printed on the t-shirts is December 17, 2019.

8TH ANNUAL HAPPY NEW YEAR RUN
SPONSORSHIP FORM

We are pleased to support the **8th Annual Happy New Year 5K Run.**

“WE CARE and support a healthy and fit lifestyle and desire to be recognized as a proud sponsor of this worthwhile community event!”

- ◇ TITLE SPONSOR \$5,000
- ◇ PARTNER SPONSOR \$2,500
- ◇ GOLD SPONSOR \$1,000
- ◇ SILVER SPONSOR \$500
- ◇ PATRON \$ _____

Would you like to be a vendor? ◇ Yes ◇ No
(Complimentary for Title and Partner levels. \$100.00 for all others.)

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE # _____ E-MAIL _____

CREDIT CARD # _____ EXP. DATE ____/____/____ CVN Code _____

Please make your check payable to Kappa Alpha Psi Jacksonville Foundation

We are a tax-exempt 501(c)(3) organization. All donations are tax deductible. Donations must be received by December 20, 2019. We appreciate your support.

Mail form & payment to: Kappa Alpha Psi Jacksonville Foundation
PO Box 40625
Jacksonville, FL 32203

For additional information, contact Barney Spann at 904-233-6500.

A copy of your company logo is required immediately to ensure it is included on the specified printed materials.

Thank You!

8TH ANNUAL HAPPY NEW YEAR RUN

Hosted by the
Jacksonville Alumni Chapter Of
Kappa Alpha Psi Fraternity, Inc. ©
&
Kappa Alpha Psi Jacksonville Foundation

